

ARMA Chicago Chapter Vision Statement and Strategic Plan

Vision Statement

The ARMA Chicago Chapter will provide the best possible information on records and information management to its members and the greater Chicago community through its programs, events and networking opportunities.

Strategic Plan

Purpose:

All Chapter activities are tailored to meet these goals over a three year period. Metrics will be developed to measure their effectiveness.

Goal 1 – Cultivate a more visible ARMA Chicago Chapter (Enhance the Chapter’s visibility within the business community)

The Chicago area is home to a vast number of different industries and businesses. Each of these organizations has someone engaged in some aspect of information management. Currently, our membership only represents a small number of those organizations. ARMA Chicago will seek ways to communicate the value of ARMA that demonstrate us as a vital industry resource whose broad appeal crosses a diverse professional population.

Desired outcomes

- Broader communication of RIM standards and guidelines to the diverse corporate Chicagoland community
- Chapter members viewed as resource within our respective companies
- Broader network within the corporate community, which in turn benefits the Chapter network and improves the knowledge base
- Broader network with other professional organizations

Guiding principles

- Become the central point-of-contact for RIM best practices
- Increase knowledge sharing with other information management professionals
- Reinforce the value of RIM professionals

Goal 2 – Increase existing membership involvement

The health of any organization is gauged by the level of involvement of its members at organization events as well as board participation.

Desired outcomes

- Infusion of new ideas into existing framework
- Increased inclusivity within Chapter
- Increased members' Chapter involvement
- Expanded Chapter knowledge base
- Increased leadership opportunities through succession planning
- Deeper interpersonal and professional relationships through social events

Guiding principles

- Build on existing knowledge base of members, including the promotion of subject matter expertise within the Chapter
- Embrace and practice an attitude of cooperation and mutual respect for the contributions of Chapter members and attendees
- Promote the notion of strength through collaboration, understanding that our organization as a fully-functioning whole is indeed stronger than the sum of all independent parts

Goal 3 - Connection among members

It's important for the Chapter to develop a network of deeper relationships within the RIM community, as well as fostering an inclusive environment. In order to enhance organizational vitality and stimulate continued growth, we need to work towards strengthening the feeling of connectivity and enthusiasm that extends beyond the professional arena and encourages social interaction.

Desired outcomes

- Increased involvement of existing members
- Attraction of new members and retention of existing members
- Creation of a welcoming environment for guests and members at all Chapter events
- Creation of a sense of loyalty and belonging to the association, rather than being just a member
- Creation of a fun, participatory environment

Guiding principles

- Increase feeling of inclusion
- Grow relationships to extend beyond simply workplace and job titles
- Commit to programming that is not only informative, but fun
- Use non-traditional events and casual gatherings to promote feelings of togetherness and unity within the Chapter, as well as to enhance social interaction and connectivity